

Week of 09-19

Date: 9/19/16

# Sales Order

Station: WRMD-TV Agency: GMMB  
 Contract Name: HC4A 1466219 est5325 Address: 3050 K Street Northwest  
 Contract#: 1428035849 City: Washington State: DC Zip: 20007  
 Start Date: 9/20/16 End Date: 9/26/16 Buyer: \_\_\_\_\_  
 Revenue Type: POLITICAL SALES Tax Schedule: \_\_\_\_\_ (None)  
 NATIONAL Type: Cash Agency Commission %: 15  
 Advertiser: HILLARY FOR AMERICA Billing Cycle: Standard  
 Address: \_\_\_\_\_ Salesperson: 5323nnat Comm %: 0  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Makegood Policy: Within Contract Dates  
 Product Name: 295 tv 5325  
 Estimate #: 5325  
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	9/20/16	9/26/16		10:00 AM	3:00 PM	30	1			1	1			3	D	45.00	3	135.00	1	
2	9/20/16	9/26/16		2:00 PM	3:00 PM	30				1				1	D	45.00	1	45.00	1	
3	9/20/16	9/26/16		3:00 PM	6:00 PM	30				1				1	D	110.00	1	110.00	1	
4	9/20/16	9/26/16		3:00 PM	4:00 PM	30		1	1					2	D	130.00	2	260.00	1	
5	9/20/16	9/26/16		4:00 PM	5:00 PM	30	1			1	1			3	D	80.00	3	240.00	1	
6	9/20/16	9/26/16		5:00 PM	6:00 PM	30		1		1	1			3	D	130.00	3	390.00	1	
7	9/20/16	9/26/16		6:00 PM	6:30 PM	30				1	1			2	D	150.00	2	300.00	1	
8	9/20/16	9/26/16		6:30 PM	7:00 PM	30	1	1	1					3	D	150.00	3	450.00	1	
9	9/20/16	9/26/16		7:00 PM	8:00 PM	30		1		1	1			3	D	500.00	3	1,500.00	1	
10	9/20/16	9/26/16		8:00 PM	9:00 PM	30		1		1				2	D	400.00	2	800.00	1	
11	9/20/16	9/26/16		9:00 PM	10:00 PM	30			1	1				2	D	400.00	2	800.00	1	
12	9/20/16	9/26/16		10:00 PM	11:00 PM	30		1			1			2	D	400.00	2	800.00	1	
13	9/20/16	9/26/16		10:30 PM	12:00 AM	30				1				1	D	300.00	1	300.00	1	
14	9/20/16	9/26/16		11:00 PM	11:30 PM	30				1				1	D	125.00	1	125.00	1	

## Billing Projections: By Month

	Sep 16	Oct 16
CA	6,255.00	0.00
ST	5,980.00	275.00

☒ Print Spot Prices

EST.5325

TOTAL SPOTS 29  
 GROSS TOTAL \$ 6,255.00  
 ADJUSTED SPOTS 29  
 ADJUSTED TOTAL \$ 6,255.00

APPROVE DECLINE

☐ ☐ General Manager  
☐ ☐ Regional Traffic Manager  
☐ ☐ National Sales Manager  
☐ ☐ Local Sales Manager

\* Sent to the traffic system by 5323gsot, 09/19/16 @1:30PM

Page #: 1

## ORDER WORKSHEET

Rep Order# 1466219 Ver# 1 Status Confirmed Traffic Order# 1466219

Last Received:  
Showing Buylines:

Printed: 09/06/16 12:26 PM  
09/06/16 12:26 PM  
All Lines

1 of 2

Station WRMD-TV TAMPA  
Advertiser (HC4A) HILLARY FOR AMERICA  
Product 295-TV 5325  
Estimate# 5325  
Buyer TOM PINO

Agency (GMMB) GMMB  
3050 K STREET NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 278/295/5325  
Flight Dates 09/20/16-09/26/16

Rep Firm NBCUNIVERSAL  
Sales Office (W/A) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

## --- CONTRACT COMMENT ---

SEPARATION: 30 ORDER ID: 5353426

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F, M	10A-3P	DAYTIME ROTATOR	30	-	-	\$45.00	09/20-09/26	1	3	\$135.00
2	Tu-F, M	2P-3P	SUELTA LA SOPA	30	-	-	\$45.00	09/20-09/26	2	1	\$45.00
3	Tu-F, M	3P-6P	EARLY FRINGE ROTATOR	30	-	-	\$110.00	09/20-09/26	3	1	\$110.00
4	Tu-F, M	3P-4P	LO MEJOR DE CASO CERRADO	30	-	-	\$130.00	09/20-09/26	4	2	\$260.00
5	Tu-F, M	4P-5P	AL ROJO VIVO	30	-	-	\$80.00	09/20-09/26	5	3	\$240.00
6	Tu-F, M	5P-6P	CASO CERRADO	30	-	-	\$130.00	09/20-09/26	6	3	\$390.00
7	Tu-F, M	6P-630P	TELENOTICIAS TAMPA	30	-	-	\$150.00	09/20-09/26	7	2	\$300.00
8	Tu-F, M	630P-7P	NOTICIERO TELEMUNDO	30	-	-	\$150.00	09/20-09/26	8	3	\$450.00
9	Tu-F, M	7P-8P	CASO CERRADO	30	-	-	\$500.00	09/20-09/26	9	3	\$1,500.00
10	Tu-F, M	8P-9P	SILVANA SIN LANA	30	-	-	\$400.00	09/20-09/26	10	2	\$800.00
11	Tu-F, M	9P-10P	SIN SENOS SI HAY PARISO	30	-	-	\$400.00	09/20-09/26	11	2	\$800.00
12	Tu-F, M	10P-11P	SEÑORA ACERO	30	-	-	\$400.00	09/20-09/26	12	2	\$800.00
13	Tu-F, M	1030P-12A	LOS HEREDEROS DEL NORTE	30	-	-	\$300.00	09/20-09/26	13	1	\$300.00
14	Tu-F, M	11P-1130P	TELENOTICIAS TAMPA	30	-	-	\$125.00	09/20-09/26	14	1	\$125.00

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Traffic Order# 1466219

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Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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## ---REPORT TOTALS---

Report Totals: 29 / \$6,255.00

## ---SALES MONTHLY TOTALS---

Sep2016: 29 / \$6,255.00

Order Totals: 29 / \$6,255.00 Total GRPs: 0.0

## ---COMPETITIVE---

Market Totals	\$6,255.00	CGAL .00%	OTHE .00%	WAC .00%	WBL .00%	WRMD 100.00%
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Books [null]  
Demos RA35+P

--- Agency Comment ---  
T=25779

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

- ☒ Federal Candidate  
☐ State or Local Candidate
- 

**1. Requested by (Agency name, address, phone number & contact):**

**Agency Name** GMMB  
**Contact** Jesse Demastrie  
**Phone Number** 202-338-8700  
**Address** 3050 K. St. NW #100 Washington, DC 20007

**2. On behalf of (Candidate name & authorized campaign committee name):**

Hillary for America

**3. Election (Office sought & date):**

Presidency

**4. Date of request:**

6/15/16

**5. Request received by:**

Will Hildebrandt

**6. Details:**

**7. Name, Address & Phone Number of contact person for the candidate or candidate's authorized campaign committee:**

**Contact Name** Jose H. Villarreal  
**Phone Number** 646 854 1432  
**Address** PO Box 5256 New York, NY 101855



**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

**8. Name of treasurer of authorized committee:**

Jose H. Villarreal

**9. Date and nature of follow-ups, if any:**

**10. Disposition:**

- ☐ Accepted – see contract details
- ☐ Rejected – provide reason:

Additional Information:

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, GMMB,

being/on behalf of: Hillary for America,

a legally qualified candidate of the Democratic

political party for the office of: President of the United States

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Attach proposed schedule with charges (if available):**



I represent that the payment for the above described broadcast time has been furnished by:

Hillary for America

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jose H Villarreal

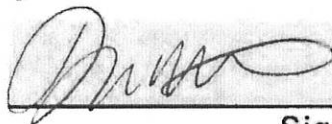
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/15/2016

Date



Signature

*- Authorized Media Buyer*

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Hillary for America

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

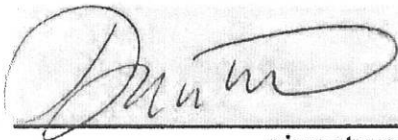
**does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



- Authorized Media Buyer

signature of candidate or authorized committee

Daniel Jester

printed name

6/15/2016

date



## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.